

**Pengaruh Kualitas Produk, Kualitas Pelayanan dan Promosi  
terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan sebagai  
Variabel Intervening pada Pengguna Sepeda Motor Honda di Demak**

**EVA AFRIANI**

(Pembimbing : Dr. Amron, SE, MM)

*Manajemen - S1, FEB, Universitas Dian Nuswantoro*

*www.dinus.ac.id*

*Email : 211201303026@mhs.dinus.ac.id*

**ABSTRAK**

Tujuan penelitian ini untuk menganalisis variabel kualitas produk, kualitas pelayanan dan promosi terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai variabel intervening pada pengguna sepeda motor Honda di Demak. Pengumpulan data dalam penelitian ini menggunakan kuesioner, yang dibagikan kepada pengguna sepeda motor Honda di Demak dengan jumlah sampel 205. Teknik pengambilan sampel adalah non probability sampling, dengan salah satu metodenya adalah purposive sampling. Data yang diperoleh kemudian dianalisis dengan menggunakan Structural Equation Modeling (SEM). Berdasarkan hasil penelitian diperoleh bahwa kualitas produk, kualitas pelayanan dan promosi berpengaruh positif dan signifikan terhadap kepuasan pelanggan dan loyalitas pelanggan.

Kata Kunci : kualitas produk, kualitas pelayanan, promosi, kepuasan pelanggan dan loyalitas pelanggan

**The Effect of Product Quality, Service Quality and Promotion on  
Customer Loyalty through Customer Satisfaction as an Intervening  
Variable an Honda Motorcycle User in Demak**

**EVA AFRIANI**

(Lecturer : Dr. Amron, SE, MM)

*Bachelor of Management - S1, Faculty of Economy &  
Business, DINUS University*

*www.dinus.ac.id*

*Email : 211201303026@mhs.dinus.ac.id*

**ABSTRACT**

The purpose of this research is to analyze the variable of product quality, service quality and promotion on customer loyalty through customer satisfaction as an intervening variable on Honda motorcycle users in Demak. Data collection in this research using questionnaires, which are distributed to Honda motorcycle users in Demak with the total number of samples are 205. Sampling technique is non probability sampling, with one of method is purposive sampling. The data are obtained then analyzed using Structural Equation Modeling (SEM). Based on the research results obtained that product quality, service quality and promotion have a positive and significant impact on customer satisfaction and customer loyalty.

**Keyword** : product quality, service quality, promotion, customer satisfaction and customer loyalty